



**Procurement Sciences**  
ARTIFICIAL BIDDING INTELLIGENCE

# AI Prompting Tips: A Comprehensive Guide for Proposal Professionals

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# Introduction

Generative AI is revolutionizing the field of government contracting and proposal development, offering unprecedented efficiencies and capabilities. However, to fully leverage this technology, proposal professionals must understand best practices and potential pitfalls. This white paper provides essential tips and guidelines to help you succeed when using Generative AI in your proposal development processes.

## Warnings for Proposal Professionals

**AI Hallucinations:** Generative AI systems, while powerful, can sometimes generate incorrect or fabricated information. This phenomenon, known as "AI hallucinations," can lead to the inclusion of inaccurate data in proposals. It is crucial to verify all mission-critical information generated by AI to ensure its accuracy and reliability.

**Sensitive Information:** When using public AI tools, be cautious with sensitive data. Many public AI systems retrain on the data they process, potentially making it public in future versions. Once sensitive information is leaked, there is no way to retract it. Always use secure, private AI systems for handling confidential data.

**Company Policy:** Before using AI tools for work-related tasks, always check your company's policy. Many organizations have banned the use of public AI systems due to security and compliance concerns. Adhering to company policies will help prevent potential breaches and ensure compliance with internal guidelines.

## Definitions and Concepts

**What is Generative AI?** Generative AI refers to systems that can create content, such as text, images, or music, by learning patterns from existing data. These systems optimize tasks by mimicking human judgment and continuously learning from new data.

**Open AI Systems:** Publicly accessible AI tools that can be used by anyone. These systems often offer less control over data privacy and security.

**Private AI Systems:** Tailored, secure AI solutions designed for specific enterprises, ensuring data privacy and compliance. For access to our private system, visit us at [procurementsciences.com](https://procurementsciences.com).

**Natural Language:** Communicate with AI just like you would with a coworker. Use natural language—there's no right or wrong way to phrase your prompts.

## **Best Practices for Effective AI Prompting**

### **Be Specific**

When crafting prompts, specificity is key. Clear and detailed prompts yield more accurate and relevant responses from the AI. For example, instead of asking for general advice, provide context and specific details about the task at hand.

### **Use Context**

Providing context to the AI helps it understand the background and purpose of your request. This can improve the quality of the generated content and ensure it aligns with your objectives.

### **Iterate and Refine**

Don't hesitate to iterate and refine your prompts. Experiment with different phrasings and structures to achieve the best results. Iterative prompting allows you to hone in on the most effective way to communicate with the AI.

### **Combine Prompts**

For complex tasks, consider breaking down the request into smaller, manageable prompts. Combine the results to create comprehensive content. This approach ensures that each aspect of the task is thoroughly addressed.

### **Leverage Templates**

Utilize pre-built templates and workflow assistants available in your AI platform. These can save time and ensure consistency across your proposals. Templates provide a structured framework that can be customized to meet your specific needs.

# Practical Tips for Proposal Professionals

## Career Advancement

Generative AI can be an invaluable tool for career advancement within your organization. For instance, if you are preparing to ask for a raise, you can leverage AI to help craft a compelling case. A specific prompt might be: "My role is a <INSERT\_ROLE>, help me strategically ask my boss for a raise based on recent hard work." By providing context and specific details, AI can generate a well-structured argument that highlights your achievements and contributions, making your request more persuasive.

## Company AI Adoption for Proposals

Gaining internal buy-in for AI adoption can be challenging, but with the right approach, you can make a compelling case. If you need to get permission to use AI software for proposals, a useful prompt might be: "Help me explain to my boss that Procurement Sciences is a private, enterprise-grade system that can move us to the future, and why we should use generative AI for proposals." This prompt can help generate a detailed explanation that addresses potential concerns and highlights the benefits of AI adoption, making it easier to secure approval.

## Brainstorming

Brainstorming is a critical part of the proposal development process, and AI can significantly enhance this activity. For example, if you need to generate ideas for a proposal section, you might use the prompt: "Help me brainstorm strategic ideas for the introduction section of my proposal." Similarly, if you need to develop a project plan, a prompt like "Outline a detailed project plan for <INSERT\_PROJECT\_TYPE>" can provide a comprehensive framework. For complex problem-solving, using a prompt such as "I am having difficulty learning <INSERT\_TOPIC>. Help me understand it better by using First Principles Thinking" can help break down the issue into fundamental principles, facilitating a deeper understanding.

## Writing

Writing high-quality proposals is essential for success in government contracting. Generative AI can assist in various writing tasks, from composing introductory sections to reducing or expanding

content length. For example, to create an introductory section outline, you might use the prompt: "Compose an introductory section outline for my proposal." If you need to condense your writing, a prompt like "<INSERT\_CONTENT>. Analyze my writing above. Reduce the length of the content but keep the context" can help streamline your text while preserving its meaning. Conversely, if you need to expand your content, the prompt "<INSERT\_CONTENT>. Analyze my writing above. Expand the length by making it more detailed" can add depth and detail to your writing.

## **Reviewing**

Reviewing proposals for consistency, clarity, and alignment with RFP guidelines is crucial. Generative AI can assist in this process by performing consistency checks and providing specific feedback. For instance, the prompt "Review the proposal for consistency and alignment with RFP Guidelines. <RFP\_INSTRUCTIONS>" can help ensure your proposal meets all requirements. To improve the quality of your writing, you might use the prompt "<INSERT\_CONTENT>. Proofread my writing above. Fix grammar and spelling mistakes. And make suggestions that will improve the clarity of my writing." Additionally, for summarizing long texts and documents, the prompt "Summarize the text below and give me a list of bullet points with key insights and the most important facts: <INSERT\_CONTENT>" can save time and highlight critical information.

***See the next page for an AI Prompting Success Guide.***



# AI Prompting Success Guide

CATEGORY	TASK	PROMPT
Company AI Adoption	Get permission to use AI software	Help me explain to my boss that Procurement Sciences AI is a private, enterprise grade system that can move us to the future, and why we should use generative AI for proposals.
Brainstorming	Generate ideas for a proposal section.	Help me brainstorm strategic ideas for the introduction section of my proposal.
Brainstorming	Develop a project plan	Outline a detailed project plan for <INSERT_PROJECT_TYPE>.
Brainstorming	Solve complex problems using First Principles Thinking Framework	Compose an introductory section outline for my proposal.
Writing	Compose an introductory section outline	I am having difficulty learning <INSERT_TOPIC>. Help me understand it better by using First Principles Thinking."
Writing	Reduce length of content	<INSERT_CONTENT>. Analyze my writing above. Reduce the length of the content but keep the context.
Writing	Expand length of content	<INSERT_CONTENT> Analyze my writing above. Expand the length by making it more detailed.
Reviewing	Perform a consistency check	Review the proposal for consistency and alignment with RFP Guidelines. <RFP_INSTRUCTIONS>"
Reviewing	Improve writing by getting specific feedback	<INSERT_CONTENT> Proofread my writing above. Fix grammar and spelling mistakes. And make suggestions that will improve the clarity of my writing."
Reviewing	Save time by summarizing long texts and documents	Summarize the text below and give me a list of bullet points with key insights and the most important facts: <INSERT_CONTENT>

# Advanced Techniques for Proposal Professionals

## Scenario-Based Prompting

Use scenario-based prompts to simulate real-world situations. This technique can help generate content that is practical and applicable to your specific context. For example, you might ask the AI to role-play as a client or reviewer to gain diverse perspectives.

## Role-Playing

Incorporate role-playing techniques where the AI assumes the role of different stakeholders. This approach can provide valuable insights and help you anticipate potential questions or objections.

## Data-Driven Insights

Integrate data-driven insights into your prompts. Use historical data, metrics, and analytics to inform the AI and generate more informed content. This ensures that the generated content is not only accurate but also relevant to your specific needs.

## Collaborative Prompting

Engage team members in collaborative prompting sessions. Multiple perspectives can enrich the content and ensure it addresses all relevant aspects. Collaborative prompting fosters teamwork and ensures that the final output is comprehensive and well-rounded.

## GenAI Acts as Your Personal Assistant Through Proposal Phases

**Building Sections:** AI helps in assembling different sections of the proposal, ensuring each part is articulated clearly and meets the required standards.

**Content Review:** AI tools review the content for errors, inconsistencies, and alignment with the proposal's objectives, speeding up the editorial process.

**Feedback Integration:** Automatically revise sections based on stakeholder feedback, enabling quick turnaround times.

**Tone and Style Variations:** Generate multiple versions of content to provide options that best suit the clients' preferences and requirements.

**Enhanced Color Team Reviews:** AI analyzes the proposal in preparation for reviews, predicting areas likely to receive critiques and suggesting improvements.

## Conclusion

Generative AI is a powerful tool that can significantly enhance the productivity and effectiveness of proposal professionals. By understanding and addressing potential risks, and by following best practices for prompting, you can fully leverage the capabilities of GenAI. Procurement Sciences' Awarded.AI platform offers a secure, reliable, and efficient solution tailored to the specific needs of the government contracting industry, ensuring your team can achieve success while maintaining the highest standards of data privacy and security.

## Why Choose Procurement Sciences

Procurement Sciences offers end-to-end solutions for Business Development, Capture, and Proposal Teams. Our generative AI platform, Awarded.AI, provides quick-to-adopt, rapidly deployable, and cost-effective tools specifically designed for the GovCon industry. Choose Procurement Sciences for a strategic advantage in winning more contracts and streamlining operations.

**Contact us or book a demo to [learn more.](#)**